

# How to Win on Upwork for Freelancers

By Adeife Adeoye



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## INTRODUCTION

# Hi, I'm Adeife Adeoye.

My name is Adeife, and for the past six years, I've been working as a successful freelancer, leveraging the power of Upwork to secure lucrative projects and generate substantial income.

Within the pages of this ebook, I will guide you through the strategies, tips, and proven methods that have allowed me to not only survive but thrive on Upwork. Together, we will explore the secrets to building a solid reputation and attracting high-paying clients.

Throughout my freelancing career, I've witnessed firsthand the transformative power of Upwork. It has provided me with a remarkable platform to showcase my skills, connect with clients from around the globe, and forge long-lasting professional relationships.

Last year alone, I accomplished an impressive milestone, earning over \$13,000 (almost 10 million Naira) from a single client on Upwork. Now, I'm driven by a deep desire to help you replicate and surpass these achievements

.This ebook isn't just about quick fixes or overnight success. It's a comprehensive guide designed to equip you with the knowledge, strategies, and mindset required to establish yourself as a highly sought-after freelancer on Upwork.

Whether you're a seasoned freelancer looking to elevate your income or a newcomer eager to kickstart your freelance journey, this ebook will provide you with actionable insights and practical steps to maximize your potential.

Are you ready to unlock the secrets of Upwork and embark on a path to financial freedom? Let's dive in and discover the strategies that will empower you to win at Upwork and achieve a consistent income.



# Understanding your customers

Most freelancers don't know who their potential clients are. Those that do, often group them up as a 'high level' summary.

In order to connect and convert more clients you need to build your 'Client Avatar', which is a full understanding of a single client, their pain points and what they do each day.

## SAMPLE IDEAL CLIENT AVATAR



### Incorrect ❌

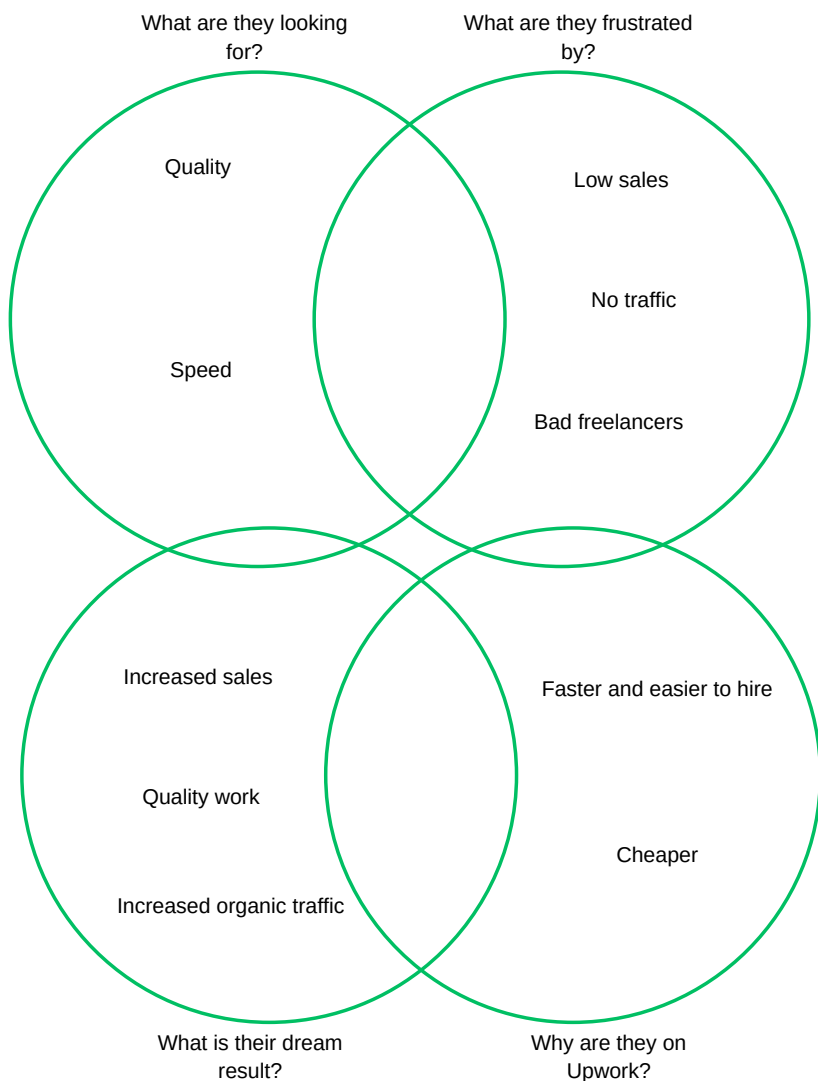
- Males
- 22-35
- Business Owners

### Correct ✅

- Lanre
- 30
- Dentist
- Struggles with his blog
- Posts once in 2 weeks
- Can't connect to customers
- Has 2 kids
- Wants to increase sales
- Wants to increase engagement and traffic to his website

# Your Ideal Client

In order to get hired, you first need to fully understand the problems and needs of your ideal client



# Building your Upwork Profile

Let's analyze this profile to see your profile should look:

The image shows a screenshot of an Upwork profile for a user named Ann S. The profile is annotated with arrows pointing to various elements, each with a label:


- Approachable Picture**: Points to the profile picture of Ann S.
- Clear Name**: Points to the name "Ann S." in the header.
- Clear Title**: Points to the title "Seasoned Blog Writer & Copywriter" in the header.
- Targeted specialized profile**: Points to the "All work" button under the "Article & Blog Writing" category.
- Overview hits the goal of the clients**: Points to the "Overview" section of the profile, which describes the user's experience and expertise.
- Profile Video**: Points to a video thumbnail in the "Meet Ann S." section.
- Consultation service to prove expertise**: Points to the "Book a consultation" section, which offers a "Marketing" consultation for \$75 / 30 min.

The profile details include:


- Header**: Ann S., Woodbury, United States - 10:17 am local time, Available now, 100% Job Success, TOP RATED PLUS.
- View profile**: Resume & Cover Letter Writing, Article & Blog Writing, All work.
- Stats**: \$100K+ Total Earnings, 437 Total Jobs, 1,249 Total Hours.
- Overview**: "To be in business today, you need a successful, engaging, and authoritative website. But if customers don't find your website, you are likely losing out on some valuable people (and revenue too). The best websites subscribe to the EEAT principle - content should demonstrate experience, expertise, authority, and trust. I write website content such as blogs, articles, and landing page copy that helps position your organization as experienced experts that are authorities in their space. The content I prepare for..."
- Meet Ann S.**: Includes a video thumbnail and text about her as a "Seasoned blogger and copywriter creating authentic, high-quality, SEO-optimized content."
- Hours per week**: More than 30 hrs/week, < 24 hrs response time, Open to contract to hire.
- Languages**: English: Native or Bilingual.
- Verifications**: Phone Number: Verified, ID: Verified.
- Great content, on the other hand, can do the following**:
  - Drives more traffic to your website
  - Helps improve your search engine ranking results
  - Builds a relationship with your audience
  - Makes you stand out from your competition
- Here is what I can do for you**:
  - ✓ Create high-quality, authentic, and engaging content that your customers will want to read
  - ✓ Maximize site traffic by creating SEO-optimized content, including keywords, H1, H2, H3 headers, backlinks, etc.
  - ✓ Provide headline recommendations via HeadlineStudio to give your article better SEO value
  - ✓ Help you improve your search engine rankings and boost your credibility
- So what's my process? To get started, do one of the following**:
  - 📞 Request a 15-minute call via Upwork so that we can connect and I can better understand your needs
  - 📄 Send me an Upwork contract that clearly outlines your needs and outcomes
  - 📄 I will review your materials and provide you with any remaining questions
  - 📄 I'll get to work, developing an excellent piece that you will want to post to your website right away
- Book a consultation**: Marketing, Content Marketing, Find a time, \$75 / 30 min.

CHAPTER TWO


Portfolio



Economic Benefits of Solar Energy: Profiting from Green Power



Dental / Senior & Retiree Topics



More4Kids - Parenting Hacks

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Skills

Proofreading

Typing

Blog Content

LinkedIn

English

Blog Writing

Social Media Content Creation

Social Media Content

Content Marketing Strategy

Writing

Copywriting

SEO Backlinking

SEO Writing

Search Engine Optimization

Relevant portfolios to show experience

Relevant skillset

## CREATING PROFILE OVERVIEW

This is your chance to tell prospective clients a bit more about yourself. You get to sell yourself in a few more words, make it count. Express the unique skills that you possess that will be of value to your clients in a professional and concise manner. Focus on your niche-specific skills.

**Quick tip:** Start with the most important information first because only the first two or three sentences of your overview are visible in search results and other Upwork pages. At the end of your overview you can include soft skills related to your area of expertise such as reliable, good communication skills, fast learner, attention to details etc. When creating your overview, have these things in mind:

- Type of work you want to do and the industry you want to work in
- Years of experience you hold
- Your proficiency with systems and industry-relevant software.
- Accomplishments you're proud of.
- Languages you speak and are proficient working in

When writing all of the above, always remember to highlight how your skills and accomplishments can help the client reach their business goals. After all, you have to prove your value to them.

Finally, proofread your overview to ensure that there are no spelling or grammar mistakes because nothing will make a client drop you fast like poor grammar.



## SKILLS TAG

To make sure you're found above other freelancer, it's important your skill tags are tailored to your ideal client.

(The current limit for skill tags (15))

### Skills

Proofreading

WordPress

Social Media Marketing

Social Media Content

Article Writing

Blog Writing

Content Writing

Copywriting

SEO Keyword Research

Editing & Proofreading

Blog Content

Ghostwriting

Yoast SEO

SEO Writing

# THE PERFECT PORTFOLIO

How to highlight your best work to give you the best chance at getting your profile viewed, and then hired.

Small text

Too short

Not specific

Vague Title

Portfolio

Assisted with articles/blogs, case studies, and white-papers in the enterprise technology business. Skills required: - Proficiency with Google Docs - Knowledge of enterprise technology space - Proven portfolio - Willingness

Enterprise Tech

Write a wide variety of articles in the following topics:

Blockchain Cybersecurity

Technical Writing - Cybersecurity

Article on Consistency in forming new habits

SEO Article Writer - Personal Development

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Use of images


Big, clear text

Clear article title

Portfolio

5 Reasons All Single Moms Need a Rainy Day Fund


Creating a rainy day fund is essential – especially for the millions of single moms who provide the primary income at home.



Rainy Day Funds

The Complete Guide to Building Lasting Generational Wealth


What if you could make your money so smart that it grows for generations to come? There are proven strategies that allow today's money to grow for tomorrow.



Building Generational Wealth

Fat FIRE: Enjoy the Finer Things in Retirement

In 2020, often the dream of many is higher standard of living with more financial security than after decades of 9-5s. Here's how to make it happen.



FAT FIRE Movement

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## THE INTRODUCTION VIDEO

The introduction video is so important but 80% of freelancers don't have them.

### Video introduction

×



People buy people. It's much harder to create that connection when you're only relying on a written profile.

Video profiles will create a bond, build trust and boost the chance of you getting hired.

Here are a few Tips:

- Get the best quality camera you can.
- Make sure you're well lit.
- Reduce background noise
- Add subtitles/captions.
- Remove all pauses.
- Make sure to smile!



AIM BELOW  
1 MINUTE

# Winning Proposals

Here are seven tips to create a winning proposal on Upwork:

- **READ THE ENTIRE JOB DESCRIPTION**

Too many people skim through listings before applying. Don't make this mistake.

Most clients add key details into the job description (like the one below). Carefully reading descriptions will also help you create more relevant proposals.

## Complete Google Business Profile

Other Digital Marketing

Posted 18 hours ago

Worldwide

We are looking for a skilled individual who can assist us in completing our Google Business Profile. The project should take less than a week to complete

The ideal candidate will have experience in optimizing Google Business Profiles for increased visibility and engagement. They should be able to provide us with a comprehensive plan that covers all aspects of the project, including keyword research and content creation.

To apply for this job, please submit a proposal that outlines your approach to completing the project. Please include links to past completed projects that showcase your skills in content marketing and search engine optimization. We are looking for someone who has a track record of delivering high-quality work within tight deadlines.

**IMPORTANT:** You must have some understanding of the German language, without DeepL and ChatGPT!

**\$30.00**  
Fixed-price

**Intermediate**  
I am looking for a mix of experience and value

[Apply Now](#)

[Save Job](#)

**Flag as inappropriate**

Send a proposal for: 4 Connects

Available Connects: 120

**About the client**

**Payment method verified**

5.00 of 90 reviews

**Switzerland**  
Herzogenbuchsee 2:15 am

**86 jobs posted**  
100% hire rate, 1 open job

**\$51K total spent**  
106 hires, 5 active

**\$19.74 /hr avg hourly rate paid**  
2,207 hours

Member since May 31, 2016

- **GET THE CLIENT'S ATTENTION IN THE FIRST LINE**

Some clients ask applicants to answer a specific question or include a keyword in their bid proposal. If a client asks you to do this, then great, but it's also a good idea to start your bid by summarizing what the client is looking for.

For example, if you are bidding on a job to write SEO blog posts for an artisan coffee company and the client mentions in their job post that they want to hire a freelance writer who is passionate about coffee, then you're going to want to highlight this in your proposal:

### **Upwork Proposal Template**

*Hi Client, I noticed you're looking for someone who's passionate about coffee. I've tried every coffee and espresso contraption on the face of the earth (my favorite is still my Aeropress) and have even started a blog about my love of coffee which you can read about [here](#).*

You may not have the exact experience or interests that are outlined in the post, and you don't want to lie or exaggerate about your passions, but it's important to highlight the relevant experience and interest that you do have for the subject quickly. When clients have a lot of applicants, they often will only get to see the first line of your bid when scanning your proposal. A client is more likely to click on your bid if they can see you've taken the time to acknowledge what they are looking for.

- **GIVE THE CLIENT A PREVIEW OF YOUR EXPERTISE BY OFFERING A FREE TIP**

Like most people, your potential clients are probably tired of clickbait links, sleazy salesmen, and self-appointed gurus who will do and say anything to get in their wallet. They're looking for real solutions. You can prove you're capable of providing this, instead of just claiming it like 99% of freelancers by offering helpful suggestion.

Here is an example:

### **Upwork Proposal Template**

*Hi Client, I noticed you're looking to increase page speed and are on WordPress. One of my all-time favorite tools for this is WP Rocket. I noticed you're not using it on your site and adding it will instantly help your page speed score by lazy loading your videos and other content. I helped X client do this on their website and it was an easy way to improve their ranking by speeding up their site.*

- **AVOID TEMPLATES LIKE A PLAGUE**

Look at things from the client's perspective. Your job proposal is going to be one of many. 90% of your competition is going to use a template. Your potential clients can spot these shortcuts from a mile away; you're better off not taking them. One personal, well-written, sentence on Upwork is a more effective proposal than the a 5000-word template.

- **ADD RELEVANT SAMPLES TO YOUR PROPOSALS**

Clients are looking for specific skill set. Relevant examples are worth 10x more than generic ones. To instantly earn a potential Upwork client's confidence, show them examples of projects that align with the requested work. This will make it clear that you can get their specific job done. It doesn't take an extensive portfolio to do this. You can even do this with your first client.

Here are some ways you can do this if it's your first job:

- *A client wants a copywriter to write up a business plan for their company. You can compile a marketing plan for another organization (real or otherwise) in the client's industry and include it in your message.*
- *The project involves designing a custom spreadsheet. Creating a sample that fits the requirements of the project and attaching it to your proposal will prove that you have the necessary know-how for the job.*
- *The client has a video that requires some visual effects work. Find similar content and add those effects to the footage before sending it along with your pitch.*

- **USE UPWORK'S JOB HISTORY TO PROPOSE THE PERFECT BUDGET**

Take a moment to run through the job history of any client you want to work with. This should give you an idea of what they see as an appropriate budget for the project in question. You'll obviously want to be wary of clients who pay bargain basement prices for work.

Even the most spectacular proposal can be rendered worthless if it's attached to an unreasonably high price tag. Severely undercutting the competition is no good either. Rates that fall too far below the average indicate a lack of confidence and respect for your work.

- **RESPOND TO MESSAGES AS FAST AS YOU CAN (WITHIN 12 HOURS)**

On Upwork, fast and friendly is better than slow and perfect. Your proposals don't need to be overly stuffy. Focus on being responsive. Keep your language professional but friendly.

Be engaging and approachable. Ideally, you want this proposal to lead to a long-term working relationship, so an engaging, friendly, yet professional approach helps reassure the client you are a freelancer they can work with on other projects.

Download the app on your phone, and get good at replying to Upwork clients quickly.



# Embrace Your Journey

Congratulations! You have reached the end of this comprehensive guide on how to win on Upwork as a freelancer. Armed with the knowledge and strategies shared throughout this book, you are now equipped to navigate the intricacies of the platform, enhance your profile, and ultimately secure lucrative projects.

Remember, success on Upwork requires a combination of dedication, perseverance, and continuous improvement. It is a competitive marketplace, but by implementing the techniques and advice provided here, you can set yourself apart from the crowd and achieve your goals.

As you embark on your freelance journey, I wish you the very best of luck in all your endeavors. May your efforts on Upwork yield rewarding opportunities, satisfying collaborations, and financial prosperity. Remember to stay focused, remain adaptable, and always strive for excellence in every project you undertake.

Should you encounter any challenges or have further questions along the way, I am here to offer assistance. Feel free to reach out to me at **adeoyeaadeife8@gmail.com**. Whether it's clarifying a concept, seeking advice, or sharing your successes, I would be delighted to hear from you and provide guidance as needed.

- **ADEIFE ADEOYE**